

Dear Applicant

Thank you for the interest you have shown in the position of Senior Digital Officer.

We want to recruit candidates with a real interest in Digital and Marketing platforms and the skills and experience essential for such a role.

We ask that you answer the following questions as we believe this will give you an opportunity to tell us about yourself, your skills and experience and help us follow an informed and fair shortlisting process.

Please submit your answers along with your CV and a covering letter setting out how you meet the person specification to: recruitment@sickchildrenstrust.org

**Questions:**

1. Tell us about your experience in developing and implementing digital plans
2. What does management of an email marketing platform entail for you
3. Tell us about how you have developed a website and ensure it is up to date
4. Tell us what Content Management Systems (CMS) you have used and what best practice techniques you use when updating a website
5. Tell us how you have used google analytics, google ad words and search engine optimisation (SEO) to improve user experience and performance of a website

Name: